

Event & Media Distribution

Stadium as "Place"

- Sports –
- Sports –
- Stadium –
- Stadium –

Place =

- Sports are produced and consumed

- The Stadium, Arena, or Venue serves as both the

- The media also _____

- News, TB, PPV, Radio, Internet,...

Distribution of Events

- Attendance
- Gate or Gate Receipt
- Fan Fun Events
- Ancillary Events

Fan Involvement in Events

- Many ways that fans shape and effect games
-
-
-
-
-
- DirecTV, Satellite, Pay-Per-View

New Stadia

- 4 Years: 33 new venues = 24 planned
- New Venues incorporate _____
- Increase _____
- Incorporate New Technology with "Old Style" Atmosphere

Stadia Funding

- 80% of funding is _____
- Luxery Boxes
 - Add _____ to Team
 - Increases _____
 - Signing _____
 - Increase _____
 - Increase _____...

Ticket Distribution

- Team & Venue Sales
- Sales:
- "GATE"→
- Ticket Brokers
 - ± Sales Price +
 - ±
 - ±
 - ± Complaint:

Goal of Stadium

- Create Value in
- Attract
- Make "Experience"
- Define: REVENUE STREAM

Media Distribution

- Delivering Sports Events with MEDIA

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–Other?

Rights to Distribution

- Networks Buy “

–Advertisers Buy

–Sponsors pay

- Media Revenue goes to

–“REVENUE SHARING”

–“MEDIA RECEIPT”

Reliance on Media Money

Benefits of Media Rights

- Guaranteed

–Specifically

- Rating are

–Slower in

• _____ remains the most
watched programming

• Companies can use sports to Create & Maintain
their _____

Cable & Satellite

- “ _____ ” Cable & Satellite Services

–DirecTV, PrimeStar, Dish Network, Digital Cable

- Offer

–Provide Specialty Target Markets for _____

–Provide _____

Summary of Distribution

- Moving Product from Producer to Consumers

- Move through Distribution Channels

- Overseen by Channel Members

- “Middle-Man” – Wholesaler, Distributor, Retailer...

- Retailer Image – Important Development & Use

- Stadium as Place For Distribution & Spt Consumption

- Media Distribution / Broadcast of Events = Distribution

- New Stadia & Media Rights = Big Money for Teams